IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application for:

PORTER

Application No.: 09/517,874

Filed: March 2, 2000

For: EXCLUSIVE USE DISPLAY

SURFACE AREAS AND

PERSISTENTLY VISIBLE DISPLAY

OF CONTENTS INCLUDING

ADVERTISEMENTS

MAIL STOP AMENDMENT Commissioner for Patents PO Box 1450 Alexandria, VA 22313-1450 Examiner: Sax, Steven Paul

Art Group: 2174

Confirmation No. 5325

AMENDMENT AND RESPONSE TO OFFICE ACTION

To The Commissioner for Patents:

This paper is submitted in response to the Office Action mailed May 29, 2008. The shortened period for response extends to August 29, 2008. Claims 1-20 and 25-29 have been allowed by the Examiner, and claims 21-24 have been rejected. Consideration of the above-captioned application in view of the amendments and remarks to follow is respectfully requested.

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 10 of this paper.